

Green Business Approach Based Food Delivery Solution For Home Kitchens In Jaffna Region

Hirishegan Karuneswaran
Dept of Information Technology
Informatics Institute of Technology
Colombo, Sri Lanka
karuneswaran.2016351@iit.ac.lk

Gayashini Ratnayake
Dept of Information Technology
Informatics Institute of Technology
Colombo, Sri Lanka
gayashini.r@iit.ac.lk

Abstract

The food consumption method differs from culture to culture. Home kitchens are a part of the food business which operates from home. Also with technology and connectivity evolving, ordering foods through mobile apps or online has become the most likely mode to order food. This study discusses the Sri Lankan consumer's perceptions towards healthy food consumption, eco-friendly packaging and pollution-free food delivery solution for home kitchens in the city, Jaffna. Although the city Jaffna was highly affected by the prevailed civil war in the country, at present Jaffna is immersing as one of the fast-developing cities with various infrastructure projects like highways, airports, ports, etc. The scope of the project is to pave a digital platform and to introduce the green business approach for the home-based food businesses which run in Jaffna. This proposed solution will support and automate the manual tasks carried out by the major stakeholders with minimal energy wastage with an ecofriendly, green business approach.

Keywords

Green business, online food delivery, home kitchen, eco-friendly and minimal energy wastage.

Biography

Hirishegan Karuneswaran is a final year undergraduate from Informatics Institute of Technology Sri Lanka affiliated with university of Westminster. He has completed a one-year internship at Zone24X7 (PVT) Ltd. as Trainee Associate Business Analyst. His research interests include entrepreneurship, green economy, technology, data science and design thinking. Also he is the social media coordinator for IEEE Sri Lanka Section 2019/20.

Gayashini Ratnayake is a senior lecturer from Informatics Institute of Technology Sri Lanka affiliated with university of Westminster. She also served as a former Lecturer at Royal Institute of Colombo. She has done her higher studies at the London School of Economics and Political Science. Also she is the regional ambassador at LSE Alumni. Ms. Gayashini is a faculty advisor of the Rotaract Club of informatics Institute of Technology Colombo.